

New RADIO DISCOVERY

Neutrodyne-Plus

A NEW term in radio to describe a remarkable enlargement of the Neutrodyne principle—a discovery by Philco radio engineers. Scientists agree that Neutrodyne produces the purest tone quality known to radio. *No howls or squeals; no disturbing oscillations.*

Now, for the first time, Philco engineers have succeeded in combining Neutrodyne with super-power. The result: perfect tone quality PLUS vast distance range and extraordinary selectivity—a combination new to radio.

No Aerial Needed

Due to its *plus power*, the Philco will give you perfect reception of local stations—and many distant stations—without an aerial! Portable ground connection is provided. Philco is therefore easily movable. With an aerial, indoor or outdoor, the Philco will bring in stations covering a remarkable distance range.

Daytime Reception

Women folks at home during the day will appreciate the ease with which Philco brings in distant stations in the daytime. Its operation is simple and positive. Stations come in sharply and clearly. *Super-power* is the secret.

Amazing Selectivity

Marvelously sharp tuning! Only a hair's breadth turns many times tunes out one station completely and brings another booming in. One-dial control; no blind "groping" for stations. So simple to tune, a child can do it! Philco will give you a new experience in selectivity and distance.

Distance and Volume

Philco's super-power means the ability not only to get, but fully to enjoy out-of-town stations. You will tune in low-power stations you never knew existed.

Superb Tone

"Neutrodyne-Plus" has achieved a life-like fidelity of tone that is truly marvelous. You see as you listen and you will realize that you are hearing not a radio performance but an actual RE-production. The finer shadings and inflections of the high notes—the sonorous depth and character of the deep notes—are faithfully reproduced.

All-Electric

The Philco is all-electric. No batteries, no water, acids or liquids. Entirely dry. Merely plug into the light socket. Needs no special attention whatever.

Phonograph Connection

A socket is provided on the Philco dial plate into which an electric pick-up may be inserted, thus making the amplifying power tubes and speaker available for reproducing phonograph records. Through this device Philco will give you favorite records a new depth and fullness of tone, a new volume and life-like resonance.

SEND COUPON BELOW for FREE Philco Book. It describes ALL Philco features of which the above are but a few. Send NOW!



THIS illustration above shows the Philco Radio in the Mandarin Red Table Cabinet placed upon the Philco Console Grand Speaker. This combination is admirably suited to the home in which a touch of color is desired. It offers, as well, the very utmost in Philco "Neutrodyne-Plus" performance.



Highboy

A Louis XVI period conception by Albert Carl Muehr, an international authority. Handsomely matched without parallel. Constructed with infinite care.

The LOWBOY, at the right, is a lower cabinet in the same style.



IF I R I E T R I A L

in your home

Any Philco dealer will be glad to send this marvelous Philco Electric Radio to your home on an absolute Free Trial. He will deliver the set, plug it into the light socket and leave it for you to operate. Judge it under your own local air conditions. "Free Trial in the Home" is Philco's national merchandising policy.

Easy Payments

After you have experienced at home the vast enjoyment of Philco "Neutrodyne-Plus" performance, if you decide to buy, the Philco dealer offers very easy payment terms.

And At a Price The super-quality Philco is available in exquisite console cabinets at surprisingly moderate prices. And, in addition, this same instrument has been installed in hand-decorated table cabinets to sell at popular prices! Thus, no matter what model you choose, you may be sure of the utmost in Philco "Neutrodyne-Plus" performance.

This trial in your home does not put you under the slightest obligation to buy. We want you to test the Philco in every way. See for yourself its remarkable ease of operation, its amazing selectivity, its uncanny power in getting far-distant stations. Judge its rare purity of tone—its flawless reproduction.

Trade In Your Old Radio

Your Philco dealer is in a position to offer you a liberal trade-in allowance for your old radio set on the purchase of a new Philco Electric Radio.

Sooner or later you will be satisfied with nothing less than an electric set, one you merely plug into your light socket—no batteries or separate power units to bother with! Why put it off any longer? Trade in your old radio as part payment on the Philco "Neutrodyne-Plus" Electric Radio. Own and enjoy the newest, the finest thing in radio!

Color

As a timely response to the color trend of today, the Philco "Neutrodyne-Plus" Radio has been placed in cabinets of exquisite color. These are offered in a variety of hand-decorated, softly modulated, two-tone effects.

Hollingsworth Pearce, leading authority on interior decoration, created the dignified design of classic outline which is enhanced with color effects by Mike Messinas, one of the foremost colorists in the decorative arts. The colors are applied by hand under her personal direction. Each cabinet stands forth as a highly artistic ornament, captivating in beauty and charm.

A complete range of colors to suit the conservative as well as the colorful interior.

The Console Grand Speaker

Illustrated in combination with the Mandarin Red Cabinet at the top of this page, the Philco Console Grand Speaker is a marvelously designed tone producer which gives amazing emphasis to its life-like quality of tone. It achieves the very utmost in speaker reproduction. Designed, as it is, to meet the demands of "Neutrodyne-Plus," it will positively improve reception on any set. And besides, it serves as a handsome support for any table model radio.

TUNE IN ON THE PHILCO HOUR
covering the whole country every
Wednesday night.



The Philco Speaker

Reproduces the full musical range from soprano to bass. This is especially important with a set which also reproduces the full musical range, because otherwise high notes or low notes or both faithfully delivered to the speaker by the set would be choked off in the speaker and reception would be thin. This is impossible with the Philco Set and Speaker. The Philco combination produces a range, depth and naturalness of tone which is new to radio! In five colors, to match the Philco colored table cabinets.

Call-Look-Hear

This Remarkable Radio At Any Philco Dealer

No matter where you live there is undoubtedly a registered Philco dealer near you. Visit his store and see the beautiful Philco furniture models. See the table models, exquisitely hand-decorated in most attractive colors.

Then, tune it in—and you will understand what "Neutrodyne-Plus" means in tone, selectivity and distance. Let the Philco dealer explain to you our national policy of "Free Trial in the Home, Easy Payments and Trade-In Allowance."

Send for Radio Booklet

In the meantime, merely fill out the coupon and mail it to us today. It is just a request for full details—no obligation. The coupon also brings you, free, the beautiful Philco booklet showing all the exquisite Philco Radio Sets and Speakers in natural colors. It tells the full story of "Neutrodyne-Plus." Yours for asking.



PHILADELPHIA STORAGE BATTERY COMPANY
1123 Commonwealth Ave., Dept. 1157
Boston, Mass.
Please send me FREE the beautiful full color RADIO BOOKLET telling about the Philco "Neutrodyne-Plus" Electric Radio and Philco Speakers also full details of your national Free Trial, Easy Payment, Trade-In Offer. This request places me under no obligation.

Name _____
Street _____
City _____ State _____

PHILCO

REG. U.S. PAT. OFF.

ELECTRIC RADIO

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